

to the image signal received by said receiver;

an alteration device configured to alter a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

an second output device configured to output altered EPG to said display.

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16. (New) A receiving method for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said receiving method comprising:

receiving said image signal;

outputting the image signal received in said receiving step to a display;

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extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

outputting altered EPG information to said display.

17. (New) A transmission medium for transmitting a computer program used in a receiving apparatus for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program configured to cause execution of the steps of:

receiving said image signal;

outputting the image signal received in said receiving step to a display;
extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

outputting altered EPG information to said display.

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18. (New) A receiving apparatus holding a computer program and using said computer program to receive an image signal by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program configured to cause execution of the steps of:

receiving said image signal;

outputting the image signal received in said receiving step to a display;

extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcaster such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

outputting altered EPG information to said display.

19. (New) A transmitting apparatus for transmitting an image signal to a receiving end, comprising:

a first generator configured to generate said image signal;

a second generator configured to generate electronic program guide information (EPG);

a third generator configured to generate information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

an adder configured to add said EPG generated by said second generator and said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated by said third generator, to said image signal generated by said first generator; and

a transmitting device configured to transmit to the receiving end a signal obtained by adding said EPG and said information representing the first broadcasting station to said image signal.

20. (New) A transmitting method for transmitting an image signal to a receiving end, comprising:

generating said image signal;

generating electronic program guide information (EPG);

generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

adding said EPG generated in said generating electronic program guide information step and said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said generating information step, to

said image signal generated in said generating said image signal step; and

transmitting to the receiving end a signal obtained in said adding step by adding said EPG and said information representing the first broadcasting station to said image signal.

21. (New) A transmission medium for transmitting a computer program used in a transmitting apparatus for transmitting an image signal to a receiving end, said computer program configured to cause execution of the steps of:

generating said image signal;

generating electronic program guide information (EPG);

generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

adding said EPG generated in said generating electronic program guide information step and said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said generating information step, to said image signal generated in said generating said image signal step; and

transmitting to the receiving end a signal obtained in said adding step by adding said EPG and said information representing the first broadcasting station to said image signal.

22. (New) A transmitting apparatus for holding a computer program and using said computer program to transmit an image signal, said computer program configured to execute the steps of:

generating said image signal;

generating electronic program guide information (EPG);

generating information representing a first broadcasting station providing said EPG,